Managed Mobility Services Market by Solution - Global Forecast to 2019

Description:

The escalating penetration of mobile devices among businesses and the varying customer demands have enlarged the prospect of mobility solutions across diverse industry verticals to gain competitive advantage. From the usage of the mobile devices for professional work organizations are leveraging mobility for employee collaboration along with serving customers in a better manner by accessing organizational information through these devices. However, this has also exposed the valuable and sensitive content of businesses to the perils of loss and privacy breach. Moreover, the emergence of BYOD trend has further introduced diverse mobile OS platform devices within organizations which increase the interoperability concerns of companies and expansion of IT for deploying and management of mobility solutions. This in turn generates the demand for security in implementing mobility among organizations. Thereby, this creates prospects for vendors offering Managed Mobility Solution (MMS), as these solutions come bundled with various mobility features such as MDM, and TEM, in order to meet the demands of end-users. In addition, the adoption of these solutions are growing its implementation does not require IT resource expansion as the management of MMS solutions lies in the hands of service providers.

Currently, with the evolution of MMS solutions, companies are encouraged to access and organizational information across mobile devices regardless of time and place within the centralized management. The usage of MMS solutions helps companies to efficiently manage their mobile devices along with curtailing the telecom expenses to deliver better services to their clients. This in turn increases the adoption of MMS solutions among various organizations that have budget constraints as IT resource enlargement is not required for its implementation. However, its adoption among large enterprises prices is hindered as they do not want to lose control of their sensitive business information by implementing managed solutions.

The major driving force for the MMS market is the augmented due to the prevalent usage of mobile devices for business work. Today, companies are increasingly focusing on the mobility medium for efficient and real-time collaboration among employees for enhancing organizational productivity by serving its clientele in a better manner. Thereby, this boosts businesses to consider MMS solutions that can supplement their business advancements and improve customer relations leveraging secure mobility.

Over the years, the BFSI and healthcare vertical were increasingly adopting the solution as it is imperative for these companies to sustain in the fierce competition along with the assistance for management and security of large number of mobile devices. However, with the undisputable imperativeness of mobility among businesses, the traction for MMS solution across other verticals such as retail and public sector has substantially grown. Moreover, the companies' consideration for investing in MMS is increasing extensively as the benefits attached with it encourage its deployment, besides the growing demand to gain competitive advantage over others. In the years to come, this trend is expected to continue leveraging MMS solution vendors to offer more advanced and superior solutions with next-generation BYOD, along with Identity and Access Management (IAM) as a prime constituent for empowering contemporary mobility solutions. However, the MMS solutions adoption is inhibited due to the increased adoption of open source MMS solutions, lack of awareness about MMS among businesses and lack of cost visibility in its implementation. Considering this, the report further helps to identify the latest patterns and trends intensifying the progression in the MMS market across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. The dollar fluctuations are expected to not seriously affect the forecasts in the emerging regions.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the MMS market into solutions covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and its sub-segments. The market numbers are further split across user type, and industry vertical across all the major regions.
2. This report will help the organizations to better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.

3. The report helps the organizations to understand the pulse of the market. It provides information on key market drivers, restraints, and opportunities.

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